

Atty. Docket No. 696.002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al
Serial No. : 09/804,735 Examiner : J. Janvier
Filed : March 13, 2001 Art Unit : 3622
For : METHOD AND APPARATUS FOR DETERMINING
THE EFFECTIVENESS OF INTERNET
ADVERTISING

August 20, 2004

CHANGE IN CORRESPONDENCE ADDRESS

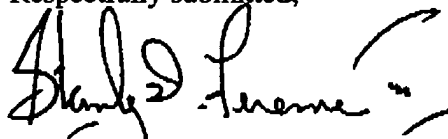
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Please change the correspondence address for the above-identified application to
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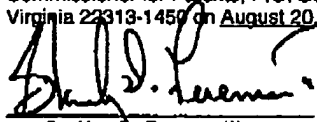
Customer Number 35195

Respectfully submitted,



Stanley D. Ference III
Reg. No. 33,879

I hereby certify that this correspondence and any
documents referred to as enclosed therewith are being
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Commissioner for Patents, P.O. Box 1450, Alexandria,
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Stanley D. Ference III
Reg. No. 33,879

August 20, 2004
Date of Signature

FERENCE & ASSOCIATES
400 Broad Street
Pittsburgh, Pennsylvania 15143
(412) 741-8400
(412) 741-9292 - Facsimile

Attorneys for Applicants